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## ⓪Olympus Announces New Point & Shoot Digital Camera For Under \$300

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### Abstract (Article Summary)

LAS VEGAS, Feb. 2 /PRNewswire/ -- ⓪Olympus America Inc., Digital & Imaging Systems Group, the world leader in film and filmless photography, today announced at the Photo Marketing Association Conference (PMA), the D-360L consumer filmless digital camera for \$299. The D-360L digital camera is based on the popular ⓪Olympus entry-level D-340R point & shoot digital camera.

The Olympus D-360L provides a 1.3 megapixel CCD (1280 x 960 resolution) in a compact, lightweight clam-shell design, and adds new features previously found only in the higher filmless digital cameras. These improved features include a selectable ISO ratings of Automatic, 100, 200 or 400; exposure compensation at +/- 2 steps in 1/2 step increments; selectable digital "ESP" matrix and spot metering. Other features include auto white balance or 4 preset manual settings; DCF file number memory and photos reset options; DPOF printer support; and 2 compression ratios in Standard mode for better personal or web photos. The D-360L also incorporates a 6-mode flash with auto modes including slow syncro and slow syncro flash. The D-360L retains all the popular features of the D-340R, including its compact lightweight ergonomic design, low price, all glass aspherical lens system; burst mode of 10 shots in 1/2 second intervals, 2x digital telephoto mode, NTSC video out, and removable SmartMedia card usage now up to 64MB compatibility.

The D-360L includes creative photographic controls you'd expect from an Olympus camera. These include five levels of recording images: Standard Quality 1 at 640 x 480 standard compression, Standard Quality 2 at 640 x 480 low, High Quality at 1280 x 960, Super High Quality (low compression) 1280 x 960, and Super High Quality 1280 x 960 (uncompressed TIFF mode); exposure controls, and flash features. Exposure controls allow users to bracket +/- 2 steps in 1/2 step increments for exposure compensation. Olympus also features a new sophisticated six mode flash, with Auto, Auto-S (red eye reduction), Off, Fill-in, Slow syncro, and Slow syncro with red-eye reduction.

**Full Text** (1146 words)

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LAS VEGAS, Feb. 2 /PRNewswire/ -- ⓪Olympus America Inc., Digital & Imaging Systems Group, the world leader in film and filmless photography, today announced at the Photo Marketing Association Conference (PMA), the D-360L consumer filmless digital camera for \$299. The D-360L digital camera is based on the popular ⓪Olympus entry-level D-340R point & shoot digital camera.

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Olympus High-Quality Images

①Olympus digital cameras are well known for their exceptionally high-quality images. This is achieved by a host of sophisticated Olympus imaging technologies developed over 80 years, including auto- exposure and auto-focusing systems and other proprietary camera systems; the famous Olympus all-glass lens with a 5-element 5.5mm (36mm equivalency in 35mm cameras) aspherical F2.8 coated glass lens; and low image compression ratios captured by the high-resolution 1.3 megapixel sensor. These elements provide ①Olympus digital cameras with the highest quality images available on the market.

The D-360L can be used with or without a computer. It features video out for easy viewing of photos on a TV set. The video out feature enables groups of people to simultaneously view the photos without a computer. Images can also be transferred to video tape and sent to relatives and business associates for easy viewing. In addition, it allows viewing or reviewing on the camera's 1.8-inch real image LCD in a full screen or 1-9 image reviewing. The D-360L can also print to many popular output devices employing a computer, as well as directly to the Olympus P-330/P330N Photo Printer.

Photographic Controls

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The 2x Digital Tele/Wide Mode adds the flexibility of a telephoto lens in a compact point and shoot camera. With the D-360L, users can choose between the standard (wide) mode for those everyday situation shots or choose the 2X telephoto mode (72mm equivalency in 35mm cameras) for those shots you want to bring in a little closer. The built-in 1.8-inch LCD display automatically activates when choosing the digital Tele/Wide Mode for easy viewing of the subject as seen through the lens.

The Olympus D-360L utilizes 3.3 volt SmartMedia removable media. An 8MB SmartMedia card is included with the camera. Additional 8MB, 16MB, 32MB or 64MB cards can be used so there is no restriction on the number of photos that can be captured. The included Olympus SmartMedia memory can be reused thousands of times, as images can be erased -- and users can go back at any time and re-shoot.

[Table]

D-360L Recording	Image Size	8MB	16MB
			32MB
Mode	SmartMedia	SmartMedia	
SmartMedia			
Card	Card	Card	
(Included)	(Optinal)	(Optional)	
#of Images	#of Images	#of Images	
Super High Quality			

Uncompressed TIFF

[Table]

(1280 x 960)	3.7MB	2	4
			8

Super High Quality

Low compression

[Table]

(1280 x 960)	440KB	18	36
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## High Quality

### Std. Compression

[Table]				
(1280 x 960)	220KB	36	72	

144

### Standard Quality 1

## High Quality

[Table]				
(640 x 480)	67KB	122	244	

488

### Standard Quality 2

## Normal Quality

[Table]				
(640 x 480)	256KB	32	64	

128

## Flexible Download Options

Images on Olympus SmartMedia memory cards can be directly transferred to any USB Power Macintosh, or Windows 98 computer using the optional Olympus USB Reader/Writer at speeds 80 times faster than traditional serial speeds. Files may also be transferred through a floppy disk drive to a Macintosh or Windows 95/98 or NT 4.0 computer using the FlashPath floppy disk adapter, or to laptop computers with PCMCIA adapter. Images can also be printed directly to the Olympus P-330/P330N photo printer without downloading by inserting the card into the printer.

## Ergonomic Design

©Olympus, a camera company that understands and excels in camera ergonomics, designed the D-360L with the consumer in mind. The camera is lightweight at 9 ounces and is very compact with dimensions of 5" x 2.6" x 1.8". The protective lens barrier slides open with one hand for ease of use, and simultaneously turns on the camera. The camera's clever design protects and blocks the viewfinder when closed. Therefore, there is no question when the camera is turned on. The D-360L also has an efficient 1.8-inch smudge-resistant LCD screen.

The D-360L includes 4 AA Alkaline batteries, 8MB of panorama SmartMedia memory, strap, serial cable for PC, coupon for free Mac cable, video connection cable for NTSC TV or VCR, instruction manuals, and Olympus Camedia Utility Software for downloading images from the camera. The D-360L will be available February 2000 for \$299. For more information, contact ©Olympus America, Digital & Imaging Systems Group, Two Corporate Center Dr., Melville, NY 11747-3157, ph: 516-844-5000, 800-622-6372, Fax: 516-844-5262 or the Olympus Web Site: <http://www.olympus.com/digital>.

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## First Time Buyer's Guide

### 7. Compression

Some digital cameras allow you to select different compression options before you take a picture. The higher the compression, the lower the image quality. But the upside is that you can store more images on your storagecard. The lower the compression (higher image quality) you choose, the more memory you'll use up per image—and the fewer pictures you'll be able to hold on your storage card. So keep that in mind when using the lowest compression.